European Multinationals Interested in UCaaS

Written by Marco Attard
09 August 2012

Over 75% of multinational companies in Europe are either evaluating or planning to roll-out Unified Communications-as-a-Service (UCaaS), at least according to a Q2 2012 survey from Orange Business Services and Cisco.

The number of companies currently using the technology is still small, mind-- 8.2% of survey respondents are deploying UCaaS while 6.1% use the technology already.

However 61.2% of participants are going through the evaluation process of signing up to UCaaS, meaning (in the least) interest is significant.

Why would customers go for UCaaS? From the IT decision-makers surveyed, 59.2% go for the ability to ramp up or down users as and when required, while 55.1% answer with the change of cost model from capital expenditure (buying hardware) to operational expenditure.

Voice remains the most important function for businesses-- 65% of respondents list IP telephony as top priority. Web conferencing (63.2%) and voice/audio conferencing (61%) follow.

Less than 50% of surveyed companies mention mobile integration as a priority, while 57.1% demand the integration of existing IM services into their UCaaS solution of choice.

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What is the main challenge for adoption? Costs, unsurprisingly enough, according to 49% of respondents. Common trust issues associated with "as-a-service" offerings are not as significant, as only 12.2% describe security as a major challenge and 8.2% mention lack of control and just 4.1% cite privacy issues.

"While UCaaS might not be right for everyone, it seems that it is a good fit for the majority of companies," Orange concludes.

Go [United Communications as a Service Survey (Registration Required)](#)